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I, LEANNE MYNOTT, MANAGER EXAMINATION SUPPORT AND SALES hereby certify that annexed is a true copy of the Provisional specification in connection with Application No. 2003904426 for a patent by PRIME KING INVESTMENTS LTD as filed on 18 August 2003.



WITNESS my hand this
Second day of December 2004

LEANNE MYNOTT
MANAGER EXAMINATION SUPPORT
AND SALES

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AUSTRALIA

Patents Act 1990

PROVISIONAL SPECIFICATION

Invention Title:

The invention is described in the following statement:

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TARGETED MARKETING SYSTEM

FIELD OF THE INVENTION

The present invention is directed towards providing customers with targeted or customised offers. In particular, the present invention is directed towards a system which provides for the spontaneous delivery of such targeted offers.

BACKGROUND OF THE INVENTION

There exists presently a system for the delivery of targeted and customized offers to shoppers in-store through kiosk devices or touchpoints. The key problem in delivering a targeted offer through touchpoints to shoppers in the store is that the delivery process may not be intrinsic to the shopping process.

For example, such touchpoints may not be conveniently located on a main thoroughway in the store, and therefore may be bypassed by shoppers. Alternatively, shoppers may not remember to interact with the touchpoints or they may be in a hurry, and therefore bypass the touchpoints.

An option to address some of these problems is to site such touchpoints at designated category areas within the store so as to ensure shoppers have multiple access points. However, customers may still decide not to interact with the touchpoints, and thus a potential marketing advantage may be lost.

OBJECT OF THE INVENTION

It is therefore an object of the present invention to enable the spontaneous delivery of a targeted offer to a consumer.

DETAILED DESCRIPTION

It is anticipated that in the system of the present invention that shoppers would need to activate the system by providing permission before they could take advantage of it. That is, it is anticipated that spontaneous targeted offers would not be provided to consumers who had not provided permission to do so.

On providing permission to activate the system, each shopper would then be provided with the option to select the range of offer categories that they wish to receive. For example, shoppers may only wish to receive offers in respect of automotive products, or alternatively, special travel deals. These offers may be forwarded to the shopper via SMS to the shoppers mobile phone. It will be appreciated that other message systems such as for example MMS could also be

utilised, and similarly the messages may be forwarded to a shoppers PDA as opposed to mobile phone. It is envisaged that the shopper will select which medium they would prefer offers to be provided to.

5 Once activated, the shopper will be provided with a personalised loyalty card. It will be appreciated that the loyalty cards could be combined with other functional cards such as store debit cards or credit cards.

10 Radio frequency receptors can be installed in stores participating in the system, and alternatively within special category areas within large department stores. For example, in a large department store which carries a range of goods, frequency receptors may be located in various departments. The present system has the advantage of the radio frequency identification (RFID) technology which can be embedded in the shoppers card to identify the particular individual. The RFID technology acts as a trigger to activate the delivery of the targeted and ideally customised offer to the shopper.

15 The radio frequency receptors will be activated when in close proximity to personalised loyalty cards carried by shoppers. That is, when the shopper carrying their loyalty card passes within a pre-defined proximity to a radio frequency receptor the system will identify the shoppers presence in the store or designated category area. The shopper need not even know that they are
20 passing by a particular receptor as these could form a part of the stores fit out or display.

Upon identifying the owner of the card, the system will draw personalised offer data from the system and despatch this offer to the shopper via SMS or the like. The shopper can then take advantage of the personalised offer immediately.
25 The present invention has the advantage that the communication may be real time and allow retailers to flag key events and time sensitive offers to particular shoppers in the store at a particular time. Further, there is no requirement for the shopper to activate or swipe their card to record their presence in a store. Rather, the system automatically detects the presence of the shopper and sends
30 any relevant offers directly to the shopper.

DATED this 18th day of August 2003

PRIME KING INVESTMENTS LTD

5 WATERMARK PATENT & TRADE MARK ATTORNEYS
GPO BOX 2512
PERTH WA 6001
AUSTRALIA

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